



KSHB-TV

ORDER

Print Date 10/10/12 Page 1 of 2

Flight Dates 10/16/12-10/22/12

Contract / Revision 314312 /

Original Date / Revision
10/09/12 10/09/12

Advertiser Zweifel / Democrat / State Tr

Agency Buying Time LLC

Buying Contact

650 Massachusetts Avenue NW - S
Washington, DC 20001

Product

Clint Zweifel for Missouri

Agency Com 15%

Billing Contact

650 Massachusetts Avenue NW - S
Washington, DC 20001

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:30:00

Estimate # 2439-Zweifel 10.16.12-10.22.12

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	16	\$2,953.75	\$3,475.00	0.00	10/01/12	10/22/12	16	\$2,953.75	\$3,475.00
Totals	16	\$2,953.75	\$3,475.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KSHB	10/16/12	10/22/12	M-F 12-1p M-F 12-1p	CM	12-1p	11111--	:30	5	\$150.00	P-1	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/16/12	10/22/12	11111--		5			\$150.00			0.00			
N 2	KSHB	10/16/12	10/22/12	M-F 2-3p M-F 2-3p	CM	2-3p	11111--	:30	5	\$150.00	P-1	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/16/12	10/22/12	11111--		5			\$150.00			0.00			
N 3	KSHB	10/16/12	10/22/12	M-F 10-11a M-F 10-11a	CM	10-11a	11111--	:30	5	\$275.00	P-1	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/16/12	10/22/12	11111--		5			\$275.00			0.00			



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Contract / Revision **314312** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:30:00

Advertiser **Zweifel / Democrat / State 1** Product **Clint Zweifel for Missouri** Estimate # **2439-Zweifel 10.16.12-10.22.12**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 4	KSHB	10/22/12	10/22/12	NBC Action News at 5p	CM	5-530p	1-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00	
				NBC Action News at 5p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/16/12	10/22/12	1-----	1		\$600.00		0.00							
														Totals	16	\$3,475.00